

designWEEK



4 Cs

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Design Week sits at the heart of the design industry and has done since we started in 1986. We provide news, insight, inspiration and jobs for the UK's fastest-growing sector.

The 2015 DCMS Creative Industries report showed that the design sector is growing at nearly six times the rate of the UK economy and Design Week is there with them every step of the way.

Our newly relaunched online platform gives designers and those interested in design an accessible and engaging insight into the ever-changing and fast-moving world of design.

Here are the 4Cs that make us stand out.



Collaboration

Design Week is part of Centaur Marketing, a trusted portfolio of brands taking you to the heart of the marketing and creative community.

Within the family we also have Creative Review, Marketing Week, Econsultancy, Celebrity Intelligence, Fashion/Beauty Monitor and Foresight News. We collaborate on events such as the annual Festival of Marketing (PPA Event of the Year 2014).

Design Week also has close links and partnerships with all the major organisations in the design world, including the Design Museum, London Design Festival, the Design Council and the Design Business Association.



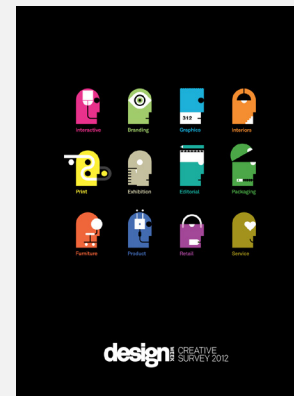
Credibility

Design Week has been reporting on the design industry for nearly 30 years. We've seen its rise, reported on its successes and grown close to its key personalities.

Our relaunched digital platforms allows us to get deeper into the industry, reporting on the People, Projects and Insight that make it special.

Our annual Design Week Awards is the leading accolade in the design industry, attracting around 1,000 entries each year from the likes of Apple, ITV and Channel 4.

Our Creative Survey of award-winning design studios is the industry's leading index of success, while our Top 100 Survey (conducted with accountant KingstonSmithW1) provides an annual financial benchmarking of the design sector. Meanwhile our Salary Survey shows designers what they should expect to be paid.



Content

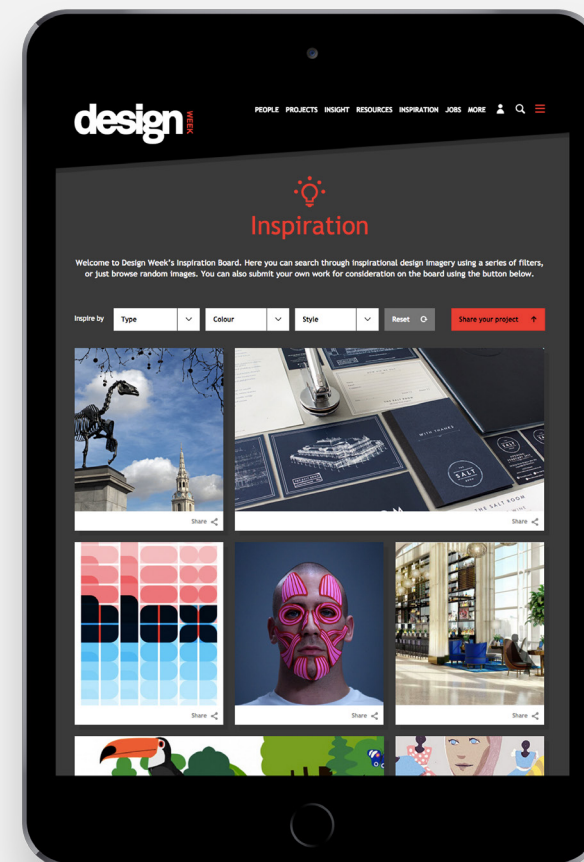
We focus on the people, work and issues at the heart of the design industry, providing high-level comment and insight.

Recent contributors to Design Week include:

- Culture Minister Ed Vaizey
- Shadow Business Secretary Chuka Umunna
- IBM's European Leader, Interactive Experience
- Barclays' Customer Experience Director
- Airbnb's Head of Art Department
- Rapha's Founder
- The Partners' Chief Strategy Officer
- Wolff Olins' Global Chief Executive

Our newly relaunched website is all about bringing insight, information and inspiration to our audience in the most engaging way possible.

Design Week's deep-dive analysis of industry issues is balanced by features such as our new Inspiration Board, providing bite-size visual stimulus to the design world.



Community

Design Week is entirely focused on our readers. Every decision we make aims to better serve the design industry.

Our recently updated registration function allows us to get closer to our audience, to find out about their likes and dislikes and to provide them with what they need.

Our series of events, including the Design Week Awards and Design Week Talks we will launch this year, bring the design industry together to celebrate and map out the future of our industry.

